"AND NOW MIGUEL"

When in Southern California visit Universal City Studios

ONE OF THE MOST HEART-WARMING *TRUE* ADVENTURES IN THE WONDERLAND OF LITERATURE!

"and now Miguel"

A ROBERT B. RADNITZ PRODUCTION

TECHNICOLOR®

The stirring story of a boy who challenged the wilderness to make a secret wish come true!

NEWBERY AWARD WINNER For Best Children's Book

From the makers of "Island of the Blue Dolphins"

A quick shot stops a mountain lion's ambush!

In between adventures —time out for fun!

A boy's love lends courage for a heroic rescue!

CO-STARRING

GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI

with **JOE DeSANTIS · PILAR DEL REY** · Screenplay by TED SHERDEMAN and JANE KLOVE · Based on the Newbery Medal Novel by JOSEPH KRUMGOLD

Directed by JAMES B. CLARK · Produced by ROBERT B. RADNITZ · A UNIVERSAL PICTURE

MAT No. 401

Ad Mat No. 401—4 Col. x 9"—500 Lines

All advertising material in this press book, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Ave., New York City 36, N.Y.

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A UNIVERSAL PICTURE

MAT No. 102

Ad Mat No. 102—1 Col. x 2"—28 Lines

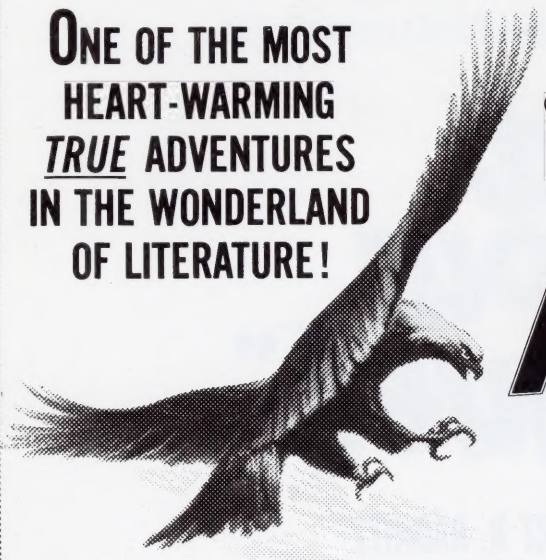
When in Southern California visit Universal City Studios

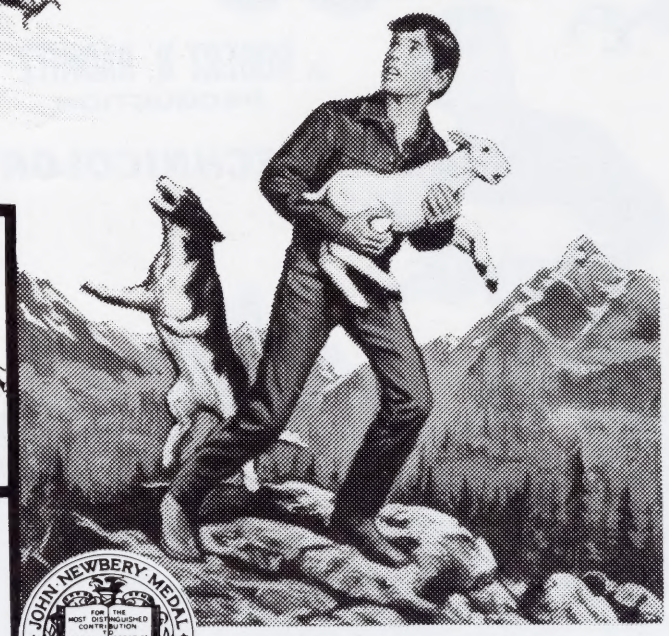
ONE OF THE MOST HEART-WARMING *TRUE* ADVENTURES IN THE WONDERLAND OF LITERATURE!

A ROBERT B. RADNITZ PRODUCTION

"and now Miguel"

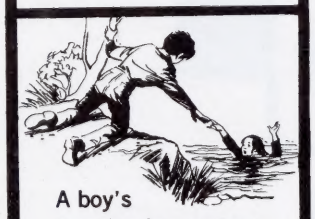
TECHNICOLOR®





A quick shot stops a mountain lion's ambush!

In between adventures —time out for fun!



A boy's love lends courage for a heroic rescue!

JOHN NEWBERY MEDAL — FOR THE MOST DISTINGUISHED CONTRIBUTION TO AMERICAN LITERATURE FOR CHILDREN — AWARDED BY THE CHILDREN'S LIBRARY ASSOCIATION

NEWBERY AWARD WINNER
For Best Children's Book!

CO-STARRING

GUY STOCKWELL · CLU GULAGER
MICHAEL ANSARA · PAT CARDI

with **JOE DeSANTIS · PILAR DEL REY**

Screenplay by TED SHERDEMAN and JANE KLOVE · Based on the Newbery Medal Novel by JOSEPH KRUMGOLD
Directed by JAMES B. CLARK · Produced by ROBERT B. RADNITZ · A UNIVERSAL PICTURE

MAT No. 302

Ad Mat No. 302—3 Col. x 9"—375 Lines

When in Southern California visit Universal City Studios

The TRUE story of a boy's secret wish... and how it became an incredible adventure!

JOHN NEWBERY MEDAL — FOR THE MOST DISTINGUISHED CONTRIBUTION TO AMERICAN LITERATURE FOR CHILDREN — AWARDED BY THE CHILDREN'S LIBRARY ASSOCIATION

NEWBERY AWARD WINNER For Best Children's Book!

A ROBERT B. RADNITZ PRODUCTION

"and now Miguel"

TECHNICOLOR®

CO-STARRING

GUY STOCKWELL · CLU GULAGER
MICHAEL ANSARA · PAT CARDI

with **JOE DeSANTIS · PILAR DEL REY** · Screenplay by TED SHERDEMAN and JANE KLOVE
Based on the Newbery Medal Novel by JOSEPH KRUMGOLD · Directed by JAMES B. CLARK
Produced by ROBERT B. RADNITZ · A UNIVERSAL PICTURE

MAT No. 205

Ad Mat No. 205—2 Col. x 7¼"—204 Lines

When in Southern California visit Universal City Studios

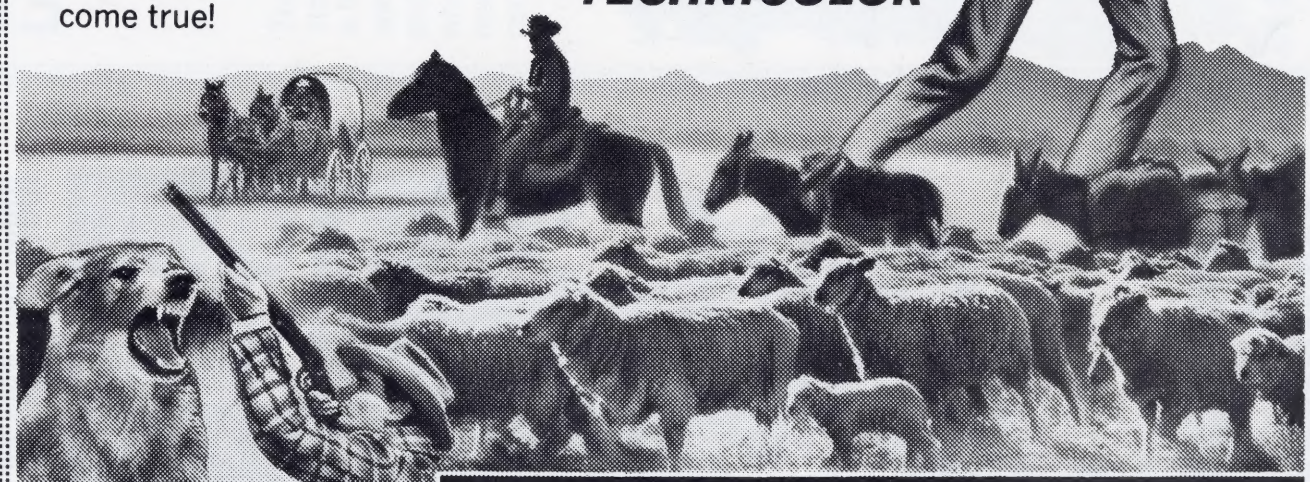
SWEEPING OUT OF THE BIG SKY COUNTRY COMES HEART-STIRRING TRUE-LIFE ADVENTURE!

"and now Miguel"

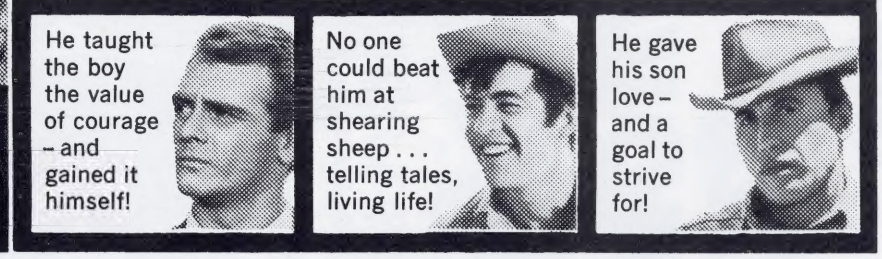
The story of a boy's secret wish – and the men who helped make it come true!

A ROBERT B. RADNITZ PRODUCTION

TECHNICOLOR®



AMERICAN LIBRARY ASSOCIATION *NEWBERY AWARD WINNER* *For Best Children's Book!*


He taught the boy the value of courage – and gained it himself!
No one could beat him at shearing sheep . . . telling tales, living life!
He gave his son love – and a goal to strive for!

CO-STARRING

GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI

with **JOE DeSANTIS · PILAR DEL REY** · Screenplay by TED SHERDEMAN and JANE KLOVE

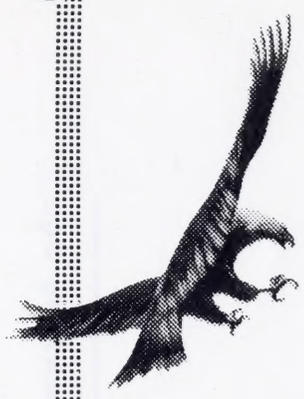
Based on the Newbery Medal Novel by JOSEPH KRUMGOLD · Directed by JAMES B. CLARK · Produced by ROBERT B. RADNITZ

A UNIVERSAL PICTURE

Ad Mat No. 402—4 Col. x 9⅝"—540 Lines

MAT No. 402

When in Southern California visit Universal City Studios



ONE OF THE MOST HEART-WARMING TRUE ADVENTURES IN ALL LITERATURE!

"and now Miguel"

A ROBERT B. RADNITZ PRODUCTION

TECHNICOLOR®

The story of a boy's secret wish – and the men who helped make it come true!

NEWBERY AWARD WINNER For Best Children's Book

He taught the boy the value of courage – and gained it himself!

No one could beat him at shearing sheep . . . telling tales, living life!

He gave his son love – and a goal to strive for!

CO STARRING

GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI

with JOE DeSANTIS · PILAR DEL REY · Screenplay by TED SHERDEMAN and JANE KLOVE

Based on the Newbery Medal Novel by JOSEPH KRUMGOLD · Directed by JAMES B. CLARK · Produced by ROBERT B. RADNITZ

A UNIVERSAL PICTURE

MAT No. 304

Ad Mat No. 304—3 Col. x 9½″—390 Lines

When in Southern California visit Universal City Studios

ONE OF THE MOST HEART-WARMING TRUE ADVENTURES IN ALL LITERATURE!

"and now Miguel"

A ROBERT B. RADNITZ PRODUCTION

TECHNICOLOR®

The story of a boy's secret wish – and the men who helped make it come true!

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He gave his son love - and a goal to strive for!

NEWBERY AWARD WINNER For Best Children's Book!

CO STARRING

GUY STOCKWELL · CLU GULAGER MICHAEL ANSARA · PAT CARDI

with JOE DeSANTIS · PILAR DEL REY Screenplay by TED SHERDEMAN and JANE KLOVE

Based on the Newbery Medal Novel by JOSEPH KRUMGOLD · Directed by JAMES B. CLARK

Produced by ROBERT B. RADNITZ · A UNIVERSAL PICTURE

MAT No. 207

Ad Mat No. 207—2 Col. x 7″—200 Lines

When in Southern California visit Universal City Studios

SWEEPING OUT OF THE BIG SKY COUNTRY COMES HEART-STIRRING TRUE-LIFE ADVENTURE!

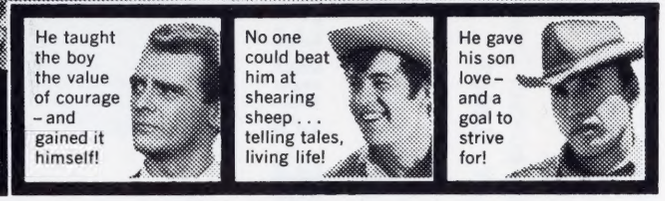
"and now Miguel"

A ROBERT B. RADNITZ PRODUCTION

TECHNICOLOR®

The story of a boy's secret wish – and the men who helped make it come true!

AMERICAN LIBRARY ASSOCIATION
NEWBERY AWARD WINNER
For Best Children's Book!


He taught the boy the value of courage – and gained it himself!
No one could beat him at shearing sheep . . . telling tales, living life!
He gave his son love – and a goal to strive for!

CO STARRING

GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI

with JOE DeSANTIS · PILAR DEL REY · Screenplay by TED SHERDEMAN and JANE KLOVE

Based on the Newbery Medal Novel by JOSEPH KRUMGOLD · Directed by JAMES B. CLARK · Produced by ROBERT B. RADNITZ

A UNIVERSAL PICTURE

MAT No. 303

Ad Mat No. 303—3 Col. x 7¼"—300 Lines

When in Southern California visit Universal City Studios

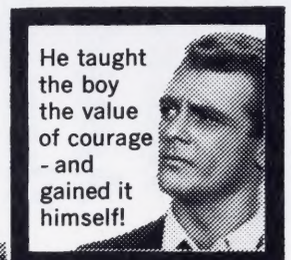
ONE OF THE MOST HEART-WARMING TRUE ADVENTURES IN ALL LITERATURE!

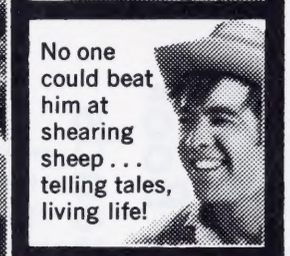
"and now Miguel"

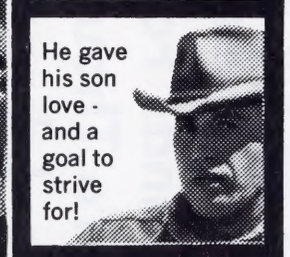
A ROBERT B. RADNITZ PRODUCTION

TECHNICOLOR®

The story of a boy's secret wish – and the men who helped make it come true!







NEWBERY AWARD WINNER
For Best Children's Book!

CO-STARRING

GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI

with JOE DeSANTIS · PILAR DEL REY Screenplay by TED SHERDEMAN and JANE KLOVE

Based on the Newbery Medal Novel by JOSEPH KRUMGOLD · Directed by JAMES B. CLARK

Produced by ROBERT B. RADNITZ · A UNIVERSAL PICTURE

MAT No. 305

Ad Mat No. 305—3 Col. x 9¾"—405 Lines

GREAT TIE-INS For Your "And Now Miguel" Campaign

HARD COVER BOOK

Full-Color Poster, Bands For Book Furnished **FREE!** To Thousands of Book Dealers, Libraries!

See it! NOW An outstanding motion picture
"and now Miguel"
A ROBERT B. RADNITZ PRODUCTION
TECHNICOLOR
Read the Book
...and now Miguel
Joseph Krumgold's NEWBERY Medal Winning Novel
GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI
A UNIVERSAL PICTURE

THEATRE IMPRINT

Greatly impressed with the Technicolor picture, the Thomas Y. Crowell Company, publishers of the Joseph Krumgold Newbery Medal Award book, is distributing a full-color poster and an attractive book band (to go around each book in stock) to all dealers handling the book and to many libraries. The poster measures approximately 14"x17" with sufficient space allowed for your theatre imprint and playdate information.

Work closely with your book dealers and libraries for your "AND NOW MIGUEL" engagement, with the effort focused on getting displays both in windows and on counters. Furnish stills to embellish the displays. The full color stills are eye-appealing and ideal for this purpose. Try for additional breaks in the book dealer's newspaper ads, and include the book reviewers in any advance showings.

For additional assistance, additional posters and book bands, contact Thomas Y. Crowell Company, 201 Park Avenue South, New York, N. Y. 10003.

FREE! PARENTS' MAGAZINE SPECIAL MERIT AWARD ONE-SHEET

In recognition of the outstanding appeal of "AND NOW MIGUEL" to all segments of the theatre-going audience, Parents' Magazine has bestowed its Family Award Medal. In many areas, this is an important endorsement. To announce this award to the public, Universal offers you FREE a full-color one-sheet which can be displayed in your theatre lobby well in advance of your engagement, and near the boxoffice during the run. It is also useful for display around libraries and schools. This is a proven extra sales help.

Order the FREE Parents' Magazine Special Merit Award ONE-SHEETS from EXPLOITATION DEPARTMENT, UNIVERSAL PICTURES COMPANY, 445 PARK AVENUE, NEW YORK, N. Y. 10022.

When in Southern California visit Universal City Studios
WINNER!
PARENTS' MAGAZINE
FAMILY AWARD
MEDAL
A ROBERT B. RADNITZ PRODUCTION
"and now Miguel"
TECHNICOLOR
GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI
with JOE DeSANTIS · PILAR DEL REY
A UNIVERSAL PICTURE

PATIO FROZEN FOODS

Market Displays, Advertising Aimed At Increased Attendance Through 2-For-1 Ticket Promotion

Patio Frozen Foods of San Antonio, Texas, with wide market distribution and advertising of its line of 15 frozen Mexican food specialties in most areas of the nation has tied-in with Universal for a

gigantic "AND NOW MIGUEL" Promotion. It's based on a children's two-for-one admission plan, with theatres accepting two labels from Patio Food items for a Free children's ticket on Monday through Thursday when accompanied by one regular price adult admission.

COUPON CARD ATTACHED TO STORE FREEZERS. MAY ALSO BE USED IN LOBBY IN CONNECTION WITH YOUR DISPLAY.

Mutually beneficial, the thousands of otherwise not available markets feature the free tickets for "AND NOW MIGUEL" through colorful store banners, freezer strips, coupon pads and food advertising, while the theatre reciprocates by honoring the labels for free admission to children under 12 when accompanied by a paid adult admission. The especially prepared Patio Food display material includes a Freezer Strip, 3½" by 10"; wire banners and window streamers, 16" x 34"; display sign, 22" x 28", and coupon pads.

Theatres can go all out on this promotion by working with local food distributors to get playdate information spotted in Patio Foods advertising material. Patio Foods has agreed to furnish a free lobby card, dummy packages, advertising mats and other material for theatre lobby or advertising cooperation.

Get in on this GREAT Promotion right now. For additional information and display material, contact **JERRY EVANS, PROMOTION DEPARTMENT, UNIVERSAL PICTURES, 445 PARK AVENUE, NEW YORK, N. Y. 10022.**

When in Southern California visit Universal City Studios

The TRUE story of
a boy's secret wish...
and how it became
an incredible
adventure!
A ROBERT B. RADNITZ PRODUCTION
NEWBERY AWARD WINNER For Best Children's Book!
"and now Miguel"
TECHNICOLOR®
A quick shot stops a mountain lion's ambush!
A boy's love lends courage for a heroic rescue!

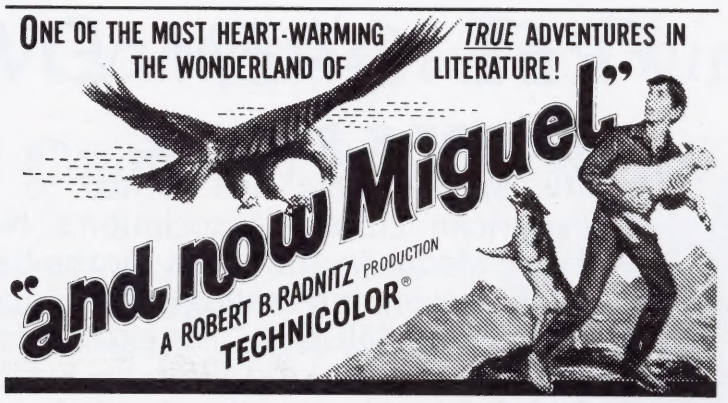
CO-STARRING

GUY STOCKWELL · CLU GULAGER
MICHAEL ANSARA · PAT CARDI

Screenplay by TED SHERDEMAN and JANE KLOVE · Directed by JAMES B. CLARK
Produced by ROBERT B. RADNITZ · A UNIVERSAL PICTURE

MAT No. 206

Ad Mat No. 206—2 Col. x 9"—250 Lines

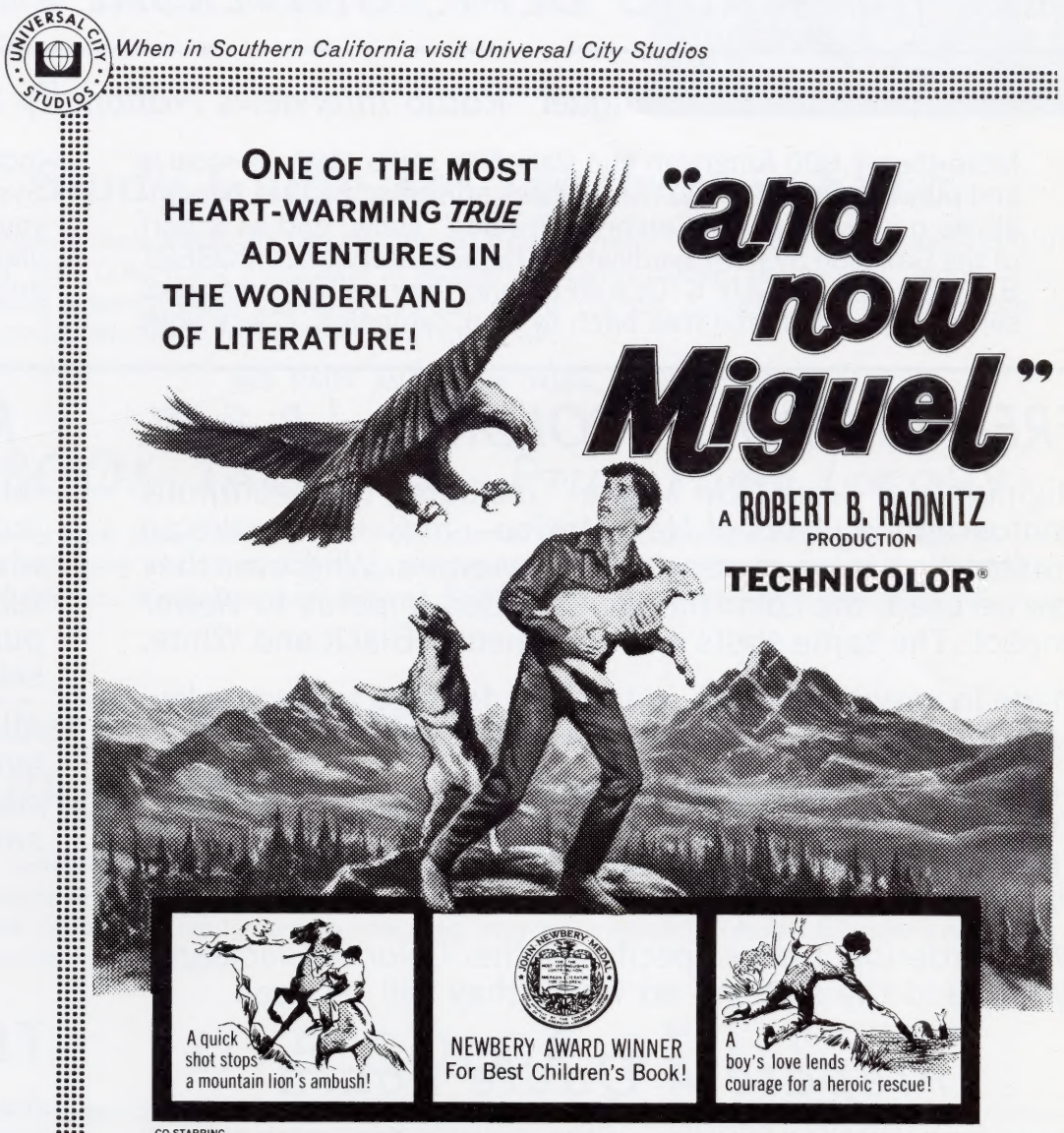

ONE OF THE MOST HEART-WARMING TRUE ADVENTURES IN THE WONDERLAND OF LITERATURE!
"and now Miguel"
A ROBERT B. RADNITZ PRODUCTION
TECHNICOLOR®

A UNIVERSAL PICTURE

MAT No. 202

Ad Mat No. 202—2 Col. x 2"—56 Lines

When in Southern California visit Universal City Studios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A quick shot stops a mountain lion's ambush!
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CO-STARRING

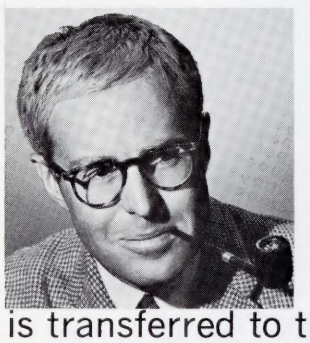
GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI

with JOE DeSANTIS · PILAR DEL REY · Screenplay by TED SHERDEMAN and JANE KLOVE Based on the Newbery Medal Novel by JOSEPH KRUMGOLD
Directed by JAMES B. CLARK · Produced by ROBERT B. RADNITZ · A UNIVERSAL PICTURE

MAT No. 301

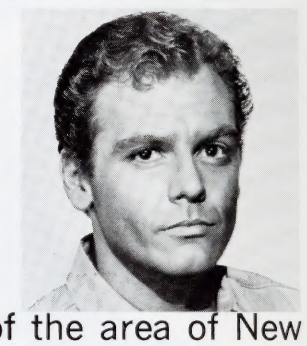
Ad Mat No. 301—3 Col. x 7½"—345 Lines

Producer Robert B. Radnitz and Star Guy Stockwell Discuss "And Now Miguel" on FREE OPEN END RADIO INTERVIEWS



ROBERT B. RADNITZ, who for the second time has turned to the American Library Association's Newberry Medal Award books for the basis of a movie, interestingly tells about "AND NOW MIGUEL." He expounds on his ideas of making films on location where "the blood of the story's locale" is transferred to the screen. This is the fourth children's classic he has converted to successful film.

GUY STOCKWELL, who was catapulted to stardom in his first picture, "The War Lord," tells about his role in "AND NOW MIGUEL" as the artist who learns a philosophy from a 12-year old and in turn is able to clear up the child's disappointment and seeming failure. He discusses the artist's approach in the film, and the beauties of the area of New Mexico where the film was shot on location.



THESE INTERVIEWS, ON ONE DISK, COME COMPLETE WITH QUESTION-SCRIPT FOR LOCAL ANNOUNCER'S USE.

Order "And Now Miguel" Radnitz-Stockwell Open End Interview Record FREE from RADIO DEPT., UNIVERSAL PICTURES, UNIVERSAL CITY, CALIF.

"And Now Miguel" Radio Interviews Nationally Syndicated Via Two Dick Strout Shows

More than 1,000 American and Canadian radio stations receive and play the DICK STROUT interviews of motion picture personalities on his popular "Celebrity Profiles" show, and as a part of the Garrison System syndication. He has interviewed ROBERT B. RADNITZ and GUY STOCKWELL and their selling messages serve as an additional free pitch to your campaign. Check your local stations for either the "Celebrity Profiles" or the Garrison System program and attempt to ride along on each airing with your own playdate information. Where the programs are not regular features, furnish the above open-end interviews for local program production.

FREE TV SPOTS—COLOR and B. & W.

Highlights of "And Now Miguel" including the beautifully photographed vistas of New Mexico—in Color—make an outstanding sales message for TV viewers. Wherever they can be used, the color film gives added impetus to viewer impact. The same spots are furnished in Black and White.

Made in varying lengths, with silent footage for local playdate information, the entire set of TV SPOTS is FREE.

Secure your time slots immediately, and order these **FREE TV SPOTS from HERMAN KASS, NATIONAL EXPLOITATION DIRECTOR, UNIVERSAL PICTURES COMPANY, 445 PARK AVENUE, NEW YORK, N. Y. 10022.**

When ordering, please specify whether Color or Black-and-White, and the stations on which they will be used.

Prepare A Quote Board

Praise for "AND NOW MIGUEL" will be available from many national groups. Such kudos from educators, librarians, clergy, youth leaders, etc., will serve to make up a "Quote" board for your engagement. Blow up statement so it may be read easily, and place on the board near your boxoffice in the lobby.

Radio Spots — FREE on One Disk

Aimed at covering the widest possible market and pointing out that AND NOW MIGUEL is the type of a picture the whole family can see together with each member receiving full enjoyment from it, Universal has created a group of punchy radio spots for your use. Each one has a complete selling message.

All on one transcription, they come in a selection of time-lengths to fit time availabilities and your ad budget, and adequate time is allowed for playdate information by local announcer.

ORDER the FREE Radio Spot Transcription on *"AND NOW MIGUEL"* from RADIO DEPARTMENT, UNIVERSAL PICTURES, UNIVERSAL CITY, CALIF.

TELOP OR SLIDE — For TV Attention

A quick, eye-catching sell results from the use of this Telop or Slide, made to pop right out of the television screen. With theatre playdate and station identification (to accompany order), $6.00; without, $5.00; and $2.50 each for duplicate copies. Specify either Telop or Slide and order direct from: QQ TITLE CARD COMPANY, 247 West 46th St., New York, N. Y. 10036.

SPECIAL ADVANCE SCREENINGS

Fascinating in its human relationships, compelling in its story, and fantastically beautiful in its settings and backgrounds, "AND NOW MIGUEL" has a sensitive quality that stamps it as its own best advertisement. For this reason, it is recommended that advance screenings be held for a selected group of opinion makers in your area. Invite members of the school system; the Board of Education; heads of the P.T.A.; the Librarians; directors of youth organizations such as the Boy and Girl Scouts and the YM and YWCA's; book dealers; clergymen of all faiths; and officers of important women's clubs—all groups whose word of mouth will create interest in this fine picture. This added effort will pay off in box-office results.

EVERY SCHOOL, LIBRARY, CHURCH YOUTH GROUP, BOOK DEALER WILL BE USEFUL

The Book Is An American Library Association Newbery Medal Winner — Key Your Campaign To This!

Tie In The Krumgold Book

Local bookstores, department stores and libraries are naturals for displays on their counters and in the windows, keyed to your playdate. Furnish live color stills and window cards (with playdate information) for the display which should be built around copies of the hard cover book. "AND NOW MIGUEL" was published by Thomas Y. Crowell Company, 201 Park Avenue South, New York, N. Y. 10003. Contact the publisher for possible assistance.

Furnish A Counter or Bulletin Board Poster

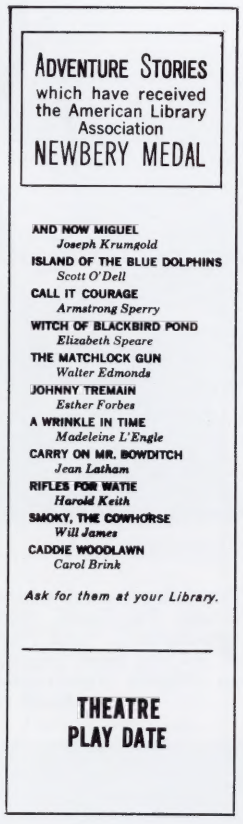
Experience has shown that most schools and libraries can accommodate a smaller type of poster on their bulletin boards and will put it up if it is related to the school program. As a Newberry Medal Award Winner, "AND NOW MIGUEL" is a book that is recommended reading in many schools and also one that most libraries circulate. Scenes captioned from the film make up this 9"x12" poster. Snipe it with playdate information and furnish it to your local schools, libraries and book dealers. It's FREE, in limited quantities, on request to: EXPLOITATION DEPARTMENT, UNIVERSAL PICTURES COMPANY, 445 PARK AVENUE, NEW YORK, N. Y. 10022

A Heart-warming Story of a Boy's Adventures as a Member of a Sheep Raising New Mexico Family!
UNIVERSAL PICTURES presents
"and now Miguel"
TECHNICOLOR
A Robert B. Radnitz production
Joseph Krumgold's Award-Winning Novel is now an Unusual and Exciting Motion Picture In Technicolor!
SUPERB ENTERTAINMENT FOR ALL THE FAMILY
See It At Your Local Theatre!

Make Up Book Marks For

Libraries
Book Stores
Schools

Using elements as illustrated here from ad mats 103 and 301, book marks may be printed locally on heavy stock. On one side reproduce the books as listed by the American Library Association, or ask the local library or school to furnish a list. Be sure to credit the source of the list. Print playdate information on both sides. Finished size should be 7⅝" x 2⅜". For maximum penetration, furnish these in quantities as much in advance of playdate as possible.



Study Guide For Teachers — FREE!

For those schools which will use the film as a class project, Universal has prepared a STUDY GUIDE FOR TEACHERS. Thousands of teachers will wish to use this material, and each use increases potential ticket buyers by the size of the classes. Copies are FREE on request to EXPLOITATION DEPT., UNIVERSAL PICTURES CO.,

445 PARK AVE., NEW YORK, N. Y. 10022.

BOOK JACKETS — Print Them Locally

On heavy kraft paper, size 10"x24", use ad mat 302 with playdate information for the front panel and scene mats for the back panel. Furnish them in quantity to schools for distribution, well in advance of playdate. Each book covered becomes a walking advertisement for your playdate.

ESSAY CONTEST —
What "And Now Miguel" Means To Me

Offer suitable prizes for the best essay on the title. Essentially such thoughts as the warm family relationship portrayal, or, a little further out, the contrast in today's world of the sheepherder, and the modern equipment he now uses, may be developed. Have an educator and a newspaperman act as judges.

LIVE RADIO SPOT

ANNOUNCER: *"As a book it won the cherished Newbery medal of the American Library Association . . . and now, as a motion picture, it comes to enthrall the world . . . Universal presents 'AND NOW MIGUEL', based on a boy's true adventures, in today's times, in a corner of the American wilderness . . . the beautiful Sangre de Cristo mountains of New Mexico . . . 'AND NOW MIGUEL', starring Guy Stockwell, Clu Gulager, Michael Ansara and a boy the world will take to its heart, Pat Cardi . . . 'AND NOW MIGUEL', from the same studio, the same producer that combined to bring you the award-winning motion picture, 'Island of the Blue Dolphins' . . . 'AND NOW MIGUEL', a motion picture for the entire family to enjoy together . . . in TECHNICOLOR . . . 'AND NOW MIGUEL'."*

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An exciting set of Twelve 8x10 scenes from "AND NOW MIGUEL" in FULL COLOR dramatically portrays the highlights of the film. This new type of 12 flat stills will be effective for many uses besides your lobby.

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A complete set of shimmering, fluorescent banner accessories is available on "AND NOW MIGUEL". Fluorescent Sectional Valances, 3-piece Streamers, Flags, Wall Banners and Usher Badges maybe ordered from your nearest NATIONAL SCREEN SERVICE EXCHANGE. In Canada, order from CONSOLIDATED THEATRE SERVICES. These items are manufactured by National Flag and Display Co., New York.

'And Now Miguel' Warm Movie For Whole Family

(Review)

Once in a great while there comes along a movie which combines the poignant ingredient referred to generally as "heart," with the suspense of excitement and adventure, and with honest wholesomeness.

This all-too-seldom combination, which spells warm and satisfying enjoyment for every viewer, is represented now by Universal's "And Now Miguel," a Technicolor feature filming of the Newbery Award winning novel by Joseph Krumgold, telling the yearnings of a small boy in northern New Mexico who hopes to prove himself a man, and thereby to accompany his father, uncles and older brother to the mountains with the family flock of sheep.

The story has been brought to the screen by producer Robert B. Radnitz and director James B. Clark, who have together made a specialty of this sort of heart-warming entertainment, having previously worked in tandem in the filming of "A Boy of Flanders," "Misty" and "Island of the Blue Dolphins."

In this fourth of their pictures together they harvest on their previous experience in a special, self-set category of making films that go beyond the bounds of "children's" and "family - type" pictures," qualifying as each, yet really pleasing to everyone of whatever age or social condition. There is no name for this last and ordinarily elusive quality, but it is there and it is fine. And it is titled "And Now Miguel."

The boy Miguel of the title is portrayed with remarkable sincerity by 12-year-old Pat Cardi, a slender stripling who evinces a complete understanding of his role, beyond his years and appearance. In depending on him for the performance of its pivotal role, the picture gains a great measure of integrity.

Small Pat is afforded uniformly splendid support by his co-stars and supporting players. These include his screen father, Blas Chavez, portrayed with unusual sensitivity, and with force tempered with gentleness, by Michael Ansara; by Guy Stockwell, as the young artist confidant of the boy Miguel; by Clu Gulager, as the nomad sheep-shearer who helps the boy attain his purpose; by Joe De Santis, who plays the understanding grandfather Chavez; by Pilar Del Rey, who plays the mother with delicacy, loveliness and sympathy.

In the pattern that producer Radnitz has set for his pictures, "And Now Miguel" was photographed as close as possible to the actual setting of the story, in the villages, mesas, pueblos and high plateau country of northern New Mexico. And against a symbolic backdrop of tall Pedernal Peak. It benefits greatly thereby in a feeling of documentary accuracy, and scenic beauty. "Real" people of the locality have been used wherever possible, to portray their counterparts of the story.

After viewing the picture, it would be impossible to leave the theatre without a warm and comfortable feeling that all is right with the world while people like these exist. And to be proud of the camera medium which brings it to the screen.

Radnitz Movie Specialist

(Advance)

At a time when family-type film enterainment is decreasing, a former school teacher and documentary film maker appears to have created an entirely new success category of feature pictures the whole family can enjoy.

The innovator is Robert B. Radnitz, New York-born graduate of the University of Virginia, and twice winner of the coveted Venice Film Festival Award.

His new enterprise is Universal's "And Now Miguel" in Technicolor and co-starring Guy Stockwell, Clu Gulager, Michael Ansara, and Pat Cardi, coming to the.....Theatre. Based on the Newbery Award winning novel by Joseph Krumgold, the story is about a small boy of a New Mexico sheepherding family, and the boy's yearning to be accepted as a man by being allowed to accompany the men of the family as they lead their flocks to the mountains for summer grazing.

"We use a documentary technique as much as we can," says Radnitz. "In addition to using settings ostensibly where the story took place, we use local people to play themselves.

"By these means, our actors and film crew take on a coloration which gets into the blood of the film itself."

And he regards the natural scenery, photographed in color, as an important factor, too.

"People are curious about the world about them. If we can show them an area they haven't seen, that becomes a part of the entertainment."

Can't Show His Paintings

(Current)

Guy Stockwell, whose main business is acting, is holding a one-man show of painting and sculptures he did NOT do.

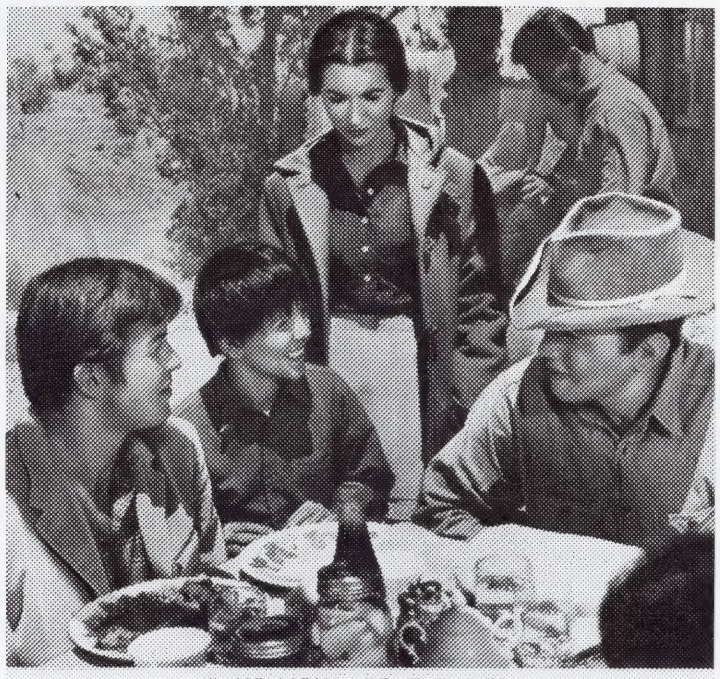
The fact that Guy is an accomplished painter in real life — watercolors, 1920s-period impressionism, pen-and-ink and acrylic paint — has nothing to do with the fact that he portrays a painter and sculptor in Universal's "And Now Miguel", produced by Robert B. Radnitz in Technicolor and now playing at the..... Theatre. His co-stars are Clu Gulager, Michael Ansara, and Pat Cardi.

Guy plays the artist son of the village cobbler who befriends the small boy of the title (Pat Cardi) who yearns to accompany his male elders to the mountains with the sheep.

Very Big With Indians

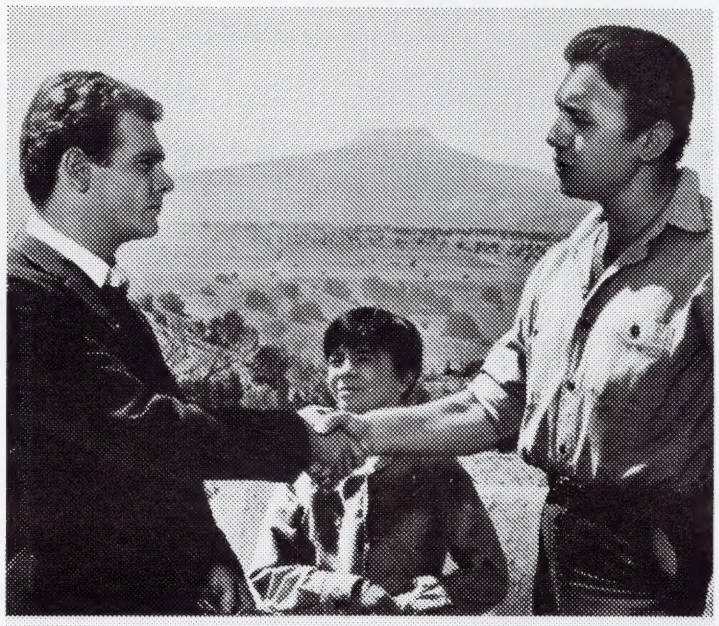
(Advance)

Michael Ansara, locationing at Abiquiu, N.M., in Universal's Robert B. Radnitz production, "And Now Miguel", photographed in Technicolor, co-starring with Guy Stockwell, Clu Gulager and Pat Cardi, coming to the..... Theatre..... was very big with Pueblo Indians there, all of whom demanded autographs—signed "Cochise," Apache chief whom Mike played for four years on TV. The Iroquois and Sioux each made Mike an honorary chief, but never the Apaches.



"AND NOW MIGUEL" (2-C)

RANCH DINNER — Clu Gulager (left) as the itinerant sheep shearer listens to Michael Ansara who is a New Mexico sheep grower, as his wife, Pilar Del Ray, and son, Pat Cardi, look on in Robert B. Radnitz Technicolor production for Universal, "And Now Miguel." Story is based on a Newbery Award Medal book. ***(Still No. 1968-40)***



"AND NOW MIGUEL" (2-A)

MEETING — Sheep grower Michael Ansara introduces himself to artist Guy Stockwell as Ansara's son, Pat Cardi, looks on in the Robert B. Radnitz Technicolor production, "And Now Miguel," a Universal picture. Story is based on the book awarded the John Newbery Medal by the American Library Association as an outstanding children's book. ***(Still No. 1968-49)***

"AND NOW MIGUEL" (2-B)

ARTIST'S CONCEPT — With the use of oil, an artist compresses on one canvas some of the adventurous elements of Robert B. Radnitz' Technicolor production for Universal, "And Now Miguel." Pat Cardi protects his lamb, Jimmy, from the claws of an eagle as a wolf also bellows at the bird. Story won the Newbery Medal Award of the American Library Association. ***(Still No. 1968-83)***

Stockwell Portrays Artist

(Current)

Guy Stockwell, whose acting career had been nipped in the bud by the sudden cinematic fame of his brother, Dean, admits he no longer is disturbed by the long detour on his own road to success.

"The years of waiting prepared me for the breaks I'm getting now," says Guy, who is currently seen as the young artist in the Universal Robert B. Radnitz Production "And Now Miguel", in Technicolor, now playing at the .....Theatre. He co-stars with Clu Gulager, Michael Ansara and Pat Cardi in the American Library Association award story.

Certainly, Universal studios has demonstrated a marked respect for Guy's fine abilities. After looking at his work with Charlton Heston in "The War Lord", Universal signed him to a long-term contract and handed him two back-to-back co-star roles — with Rock Hudson in "Blindfold" and the current "And Now Miguel".

Guy Stockwell hails from a family of entertainers. His mother, Betty Veronica, and father, Harry Stockwell, were Broadway performers in the hit musical, "As Thousands Cheer." It was when younger brother, Dean, was signed by MGM that the family moved to California. Dean's success soon overshadowed Guy's ambitions. After three years at the University of California, he spent several years as a teacher, instructing all eight grades at a one-room schoolhouse in the High Sierras.

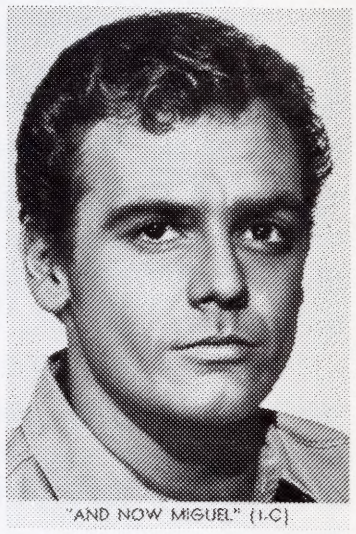
"I really worked hard after I decided to become an actor," Guy admits. "I lost 45 pounds, working days and evenings in class at the theatre, then trying to make a living with the hours left over."

His first good break came when Richard Boone established his Company of Players for a new TV series and Stockwell played a different character each week in the repertory format.

"I've been busy ever since," Guy says. "I hope it never changes. Overwork has never been one of my problems."

In "And Now Miguel," Guy does a wide variety of art, all the way from calendar paintings to a wood-hewn sculpture.

Not one of these works of art is Guy's own. His own paintings, which have won various awards and which sell for substantial sums, were never even considered for display in the movie. They are just not the type.



"AND NOW MIGUEL" (1-C)

ARTIST — Guy Stockwell, starring in Robert B. Radnitz Universal production in Technicolor, "And Now Miguel," plays the artist and confidant of the title character, Pat Cardi.

(Still No. 1968-78)

Ansara Gives Up Redskins

(Current)

Cochise, the noblest Redskin of them all, has bit the dust as far as Michael Ansara is concerned.

After four years of going on the television warpath, in feathers, paint and beaded buckskins, Michael has made it back to the white man's world.

As a sample, he is portraying the sheepherder Blas Chavez in Universal's Robert B. Radnitz Technicolor production "And Now Miguel," winner of the Newbery award given by the American Library Association, co-starring Guy Stockwell, Clu Gulager and Pat Cardi, playing at the.....Theatre. Blas Chavez is a peace-loving New Mexican of Spanish descent, who guards his flock and heads his family that includes a ten-year-old son, Miguel (Pat Cardi), who has the burning desire to accompany papa Blas and the sheep into the high mountains.

It is perhaps Michael Ansara's finest screen role thus far, and a far cry from the noble but warlike Cochise, whose portrayal served to make Mike a beloved world figure and a star. It gave Mike an identity, but it also made him typed.

"For a while," he says, "all they offered me were Indian parts, and more Indian parts. I wouldn't take one now — that is, I wouldn't unless it were exceptional. In that case, well . . ."

Mike has had many and widely varied parts, before and after Cochise. He once toured the nation with a repertory group with which he played such diverse roles as Macbeth, King Claudius, Othello, Iago, Mercution and the Duke of Gloucester—but never, perhaps regretably, as Hamlet.

"AND NOW MIGUEL" (1-D)

SHEARER — Clu Gulager is an itinerant sheep shearer in the spirited adventure story in Technicolor, "And Now Miguel," a Robert B. Radnitz production for Universal. ***(Still No. 1968-17)***

Acting School Adds Class

(Advance)

Don't be too surprised if Clu Gulager's Hollywood actors' workshop adds a course in sheep-shearing to its curriculum.

Clu is an actor's actor who plays a sheep-shearer in Universal's Robert B. Radnitz production, "And Now Miguel" in Techcolor and co-starring Guy Stockwell, Michael Ansara, and Pat Cardi, coming to the..... Theatre.

It is impossible to shear sheep — 1228 of them, in this instance — without being caught up in the feeling of it all. Clu was.

"AND NOW MIGUEL" (1-B)

SHEEP RAISER — Michael Ansara is head of the family raising sheep in New Mexico in Robert B. Radnitz' Technicolor production for Universal, "And Now Miguel," a modern adventure story. ***(Still No. 1968-75)***

billing

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TECHNICOLOR
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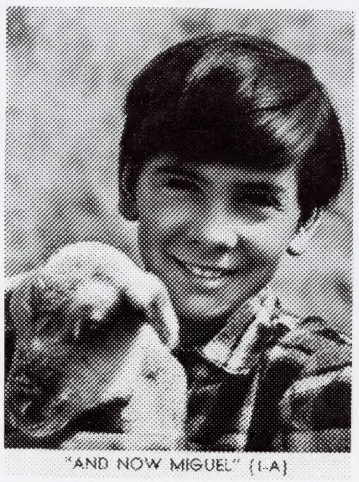
CLU GULAGER
MICHAEL ANSARA
PAT CARDI
with
JOE DeSANTIS
PILAR DEL REY
Screenplay by
TED SHERDEMAN and JANE KLOVE
Based on the Newbery Medal Novel by
JOSEPH KRUMGOLD
Directed by
JAMES B. CLARK
Produced by
ROBERT B. RADNITZ
A Universal Picture

production staff

Director of Photograhy, Clifford Stine, A.S.C.; Unit Production Manager, Kenneth L. Grossman; Art Directors, Alexander Golitzen and William D. DeCinces; Set Decorations, John McCarthy, Joseph Kish; Sound, Waldon O. Watson, David H. Moriarty; Film Editor, Hugh S. Fowler; Make-up, Bud Westmore; Hair Stylist, Larry Germain; Costumes, Rosemary Odell; Assistant Director, Phil Bowles; Dogs trained by Frank Weatherwax; Music, Phillip Lambro; Music Supervision, Joseph Gershenson.



"AND NOW MIGUEL" (1-A)

MIGUEL — Pat Cardi plays Miguel Blas in the sensitive adventure story of a New Mexico sheep raising family, "And Now Miguel," a Robert B. Radnitz production in Technicolor for Universal. ***(Still No. 1968-58)***

Pat Cardi Makes Own Film

(Advance)

While twelve-year-old Pat Cardi acted the title role in Universal's Robert Radnitz production, "And Now Miguel", in Technicolor, coming to the.....Theatre, he also moonlighted.

Not satisfied with the demands of his six-days-a-week occupation in the movie, and with going to school four hours-a-day on the side, Pat put together a small movie of his own, in 16-mm. color.

His cast was no problem. It consisted of himself, co-star Emma Tyson, six; co-star Peter Robbins, eight; and their respective standins.

the story

(Not for Publication)

Every summer Blas Chavez (MICHAEL ANSARA) goes to the mountains to graze his flock of sheep. Miguel (PAT CARDI), Blas' ten-year-old son, yearns with all his heart to accompany his father, but every year he is told that he is not old enough. So Miguel contents himself to helping his grandfather, Padre De Chavez (JOE DeSANTIS), and his mother, Tomisita (PILAR DEL REY), on the farm.

On the ranch, Miguel keeps looking for chores to do so that he may be worthy of accompanying his father to the mountains in the summer. When Blas allows him to help with the branding and the shearing of the lambs, Miguel is in seventh heaven. His happiness is complete when he hears the compliments of the boss of the shearing gang, Johnny (CLU GULAGER).

The next day, while helping the men pack the fleece in the bags, Miguel falls into one of the bags and cannot get out. When he finally is pulled out, Miguel is so humiliated that he runs to the village to seek solace from his friend, George Perez (GUY STOCKWELL), an artist. Miguel has always prayed to San Ysidro, the parton Saint of farmers, when he was troubled. He tells Perez that he's through with San Ysidro because the latter pays no attention to him. Perez points out that Saints are so busy trying to answer the requests of their millions of supplicants that Miguel must learn to be patient.

Shorty after the shearers leave, there is a violent storm and a number of sheep run off into the hills. Blas and his father go in search of them. Saying nothing to his family, Miguel goes off on his own in another direction. His hunt lasts all day. Toward sunset, he gets down on his knees and prays for help to San Ysidro. Almost immediately he comes upon the missing animals.

When his father finds his son driving the animals home, Blas tells Miguel that he's proud of him.

This summer just as the sheep start for the mountains, Blas calls his son to come along.

the cast

Miguel	PAT CARDI
Blas	MICHAEL ANSARA
Perez	GUY STOCKWELL
Johnny	GLU GULAGER
Padre de Chavez	JOE DE SANTIS
Tomasita	PILAR DEL REY
Pedro	PETER ROBBINS
Gabriel	BUCK TAYLOR
Eli	EDMUND HASHIM

POSTERS

A ROBERT B. RADNITZ PRODUCTION
"and now Miguel"
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GUY STOCKWELL · CLU GULAGER · MICHAEL ANSARA · PAT CARDI
with JOE DeSANTIS · PILAR DEL REY
A UNIVERSAL PICTURE

SIX SHEET

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MICHAEL ANSARA · PAT CARDI
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THREE SHEET

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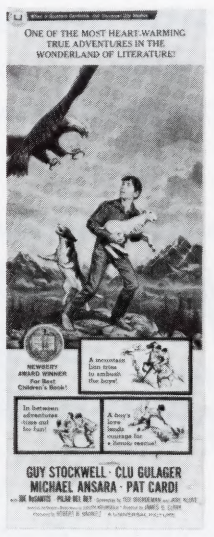
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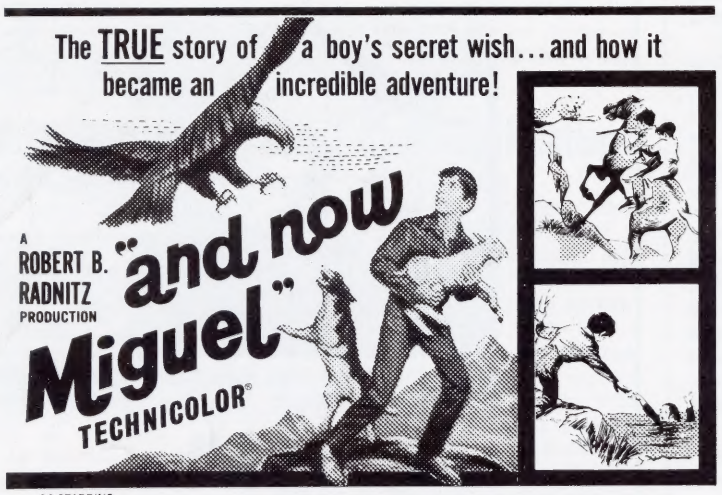
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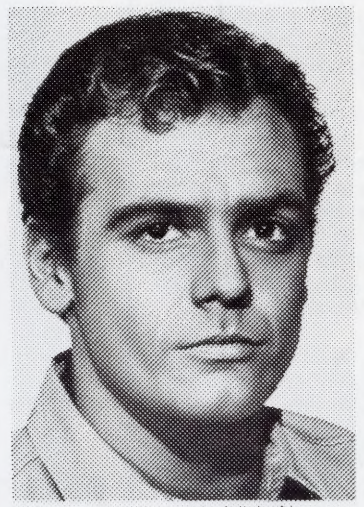

"AND NOW MIGUEL" (1-C)

MAT No. 201

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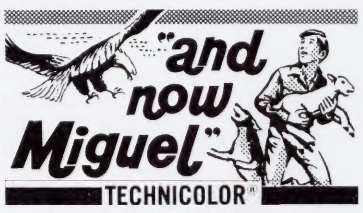

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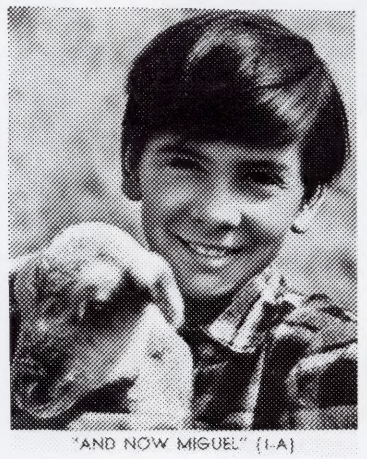

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